Contact

African American News & Issues
(713) 692-1892
(713) 692-1178

Production: prod@aframnews.com
Sales: sales@aframnews.com
News: news@aframnews.com

6130 Wheatley Street
Houston, Texas 77091
USA
Aframnews.com
According to the 2018 Multicultural Economy Report, African American buying power has seen impressive gains since the end of the last economic downturn, jumping from $961 billion in 2010, to an estimated $1.3 trillion in 2018.

Although traditional media is rapidly evolving, the daily newspaper remains a prime tool for shaping the views and actions of millions of people every day.

With most of the major corporate media operations framing the news according to what is treated as official, documented history, or conventional wisdom. Our role as a community news media organization is to expose and debunk the easily accepted and erroneous generalities about the African American community and its place in the larger society.

Meanwhile, recent documented research reveals newspapers continue to attract highly educated consumers who are ready to shop and spend. In an average week, 85% of adults who have done post-graduate work, or who have advanced degrees, either read a print newspaper or visited a newspaper website.

From the perspectives of news value and advertising potential, AFRAMNEWS is a proven success story, filling a news void in the African American community, while attracting and keeping consumers to shop and spend with our advertisers. Our statistics as a solid source of news and advertising revenue remains strong, and is steadily growing as we continue to raise our profile and gain greater recognition in the Gulf Coast region and across the state of Texas.
as a small newspaper for the Acreage Home community in Houston, AFRAMNEWS is a free Sunday publication, which has become Texas’ widest circulated and read newspaper with an African American perspective. With a weekly statewide distribution of 113,000 plus, AFRAMNEWS has a distribution area, which includes the counties with the largest African American populations in Texas.

The mission of AFRAMNEWS is to shine a spotlight on problems affecting African American communities throughout the state of Texas. We believe it is essential to identify and address the challenges affecting the cultural values, principles, and ideals long-cherished by many African Americans.

Statewide Distribution in Greater Houston, Gulf Coast & Southeast Region, Dallas-Fort Worth Metroplex Region, San Antonio South & Austin Central Regions

AFRAMNEWS is a certified Historically Underutilized Business (HUB) and is recognized as a Minority/ Woman-owned business (M/WBE).

The AFRAMNEWS newspaper is passed along at a rate of 4.5 times within the African American community.
Greater Houston & Surrounding Cities

**COMBINED DISTRIBUTION 75,000+-**

**ZONE 1**

**GREATER HOUSTON AREA & SURROUNDING CITIES**
- Total Distribution: 75,000
- Total Population: 5,728,143+
- African-Americans: 16.5%

**Distribution Points**
- CHURCHES
- SCHOOLS
- COMMUNITY COLLEGES
- UNIVERSITIES
- TEXAS HBCUs
- BEAUTY SALONS
- BARBERSHOPS
- FUNERAL HOMES
- SOUL FOOD RESTAURANTS
- BARBECUE RESTAURANTS
- H-E-B FOOD STORES
- DOCTOR’S OFFICES
- HOSPITALS
- POST OFFICES
- CONVENIENCE STORES
- LIBRARIES AND MORE...

**ZONE 2**

**DALLAS/FORT WORTH METROPOLIS**
- Total Distribution: 25,000
- Estimated Population: 1,188,580
- African-Americans: 25.9%

**ZONE 3**

**SAN ANTONIO & AUSTIN AREA**
- Total Distribution: 13,000
- Combined Population: 1,891,208
- Combined African-Americans: 16.9%
Demographics

AVERAGE HOUSEHOLD INCOME

- 32.1% $60,000-$74,999
- 16.9% $15,000-$29,999
- 11.6% $30,000-$44,999
- 9.5% $45,000-$59,999

AFRICAN AMERICANS POLLED SAID AFRAMNEWS:
- Makes them think
- Portrays intelligent and successful people
- Energetic and creative
- Demonstrates strong community leadership
- Middle-class
- Neighborly

TARGET READERSHIP

- Male Readers: 48.4%
- Female Readers: 51.6%
- High School Education: 86.8%
- College Grad: 20.9%
- Some College: 36.4%

AFRICAN AMERICANS

- Median Income: $54,999
- Median Home Value: $82,500

AFRAMNEWS.COM 2022
Small Business Advertising

Provide your business card and we’ll take care of the rest. We take pride in helping every business.

Requirements:
- Minimum 300dpi
- Scanned high res file
- Physical card to scan
- Text file with information
- All discounts require a signed contract
- Email files to prod@hispanic-news.com

Social Media Rates

Facebook - $110 per post
Twitter - $85 per post
Instagram - $85 per post

3.5x2in
Your business card will be adjusted to fit our size requirements.
The artwork drop dead is 12:00 noon, Friday – two days prior to publication

2x3.5in
Your vertical Business card will be adjusted to fit our size requirements.
The artwork drop dead is 12:00 noon, Friday – two days prior to publication
Specs ROP

Tabloid 10.75 x 11” High

- Publication day is Sunday
- Deadline ROP insertion order is 5:00pm Wednesday, five days prior to publication
- ROP Artwork drop dead is 12:00 noon Friday, three days prior to publication
- Send ads in PDF format. Minimum 300 dpi to prod@aframnews.com
- All discounts require a signed contract

Sizes and Rates

<table>
<thead>
<tr>
<th>PUBLICATION SIZE: 10.75” X 12”</th>
<th>(ALL RATES ARE NET)</th>
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<tbody>
<tr>
<td>ZONE 1 (GREATER HOUSTON, GULF COAST &amp; SOUTHEAST REGION)</td>
<td>75,000</td>
</tr>
<tr>
<td>ZONE 2 (DALLAS - FORT WORTH METROPLEX REGION)</td>
<td>25,000</td>
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<tr>
<td>ZONE 3 (SAN ANTONIO SOUTH &amp; AUSTIN CENTRAL REGION)</td>
<td>13,000</td>
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<tr>
<td>SIZE</td>
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<td>DOUBLE TRUCK</td>
<td>20.0”</td>
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<tr>
<td>FULL PAGE</td>
<td>9.75”</td>
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<tr>
<td>1/2 PAGE H</td>
<td>9.75”</td>
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<tr>
<td>1/2 PAGE V</td>
<td>4.875”</td>
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<tr>
<td>1/4 PAGE</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/5 PAGE</td>
<td>9.75”</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>4.875”</td>
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</table>

PUBLISHING DAY: SUNDAY

$200 per color spot | $500 for four-color
Online Display Advertisement Rates

<table>
<thead>
<tr>
<th>728 x 90 LEADERBOARD BANNER</th>
<th>300 x 600 VERTICAL BANNER</th>
<th>300 x 250 VERTICAL BANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEKLY</strong></td>
<td><strong>MONTHLY</strong></td>
<td><strong>WEEKLY</strong></td>
</tr>
<tr>
<td>$345</td>
<td>$1200</td>
<td>$266</td>
</tr>
<tr>
<td>5000 IMPRESSIONS</td>
<td>20,000 IMPRESSIONS</td>
<td>5000 IMPRESSIONS</td>
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</tbody>
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Please call for a custom quote for multiple display ads.

(713) 692-1892

Advertisement Packages

**BRONZE $650**
- (1) WEEKLY AD (640X 90)-EMAIL BLAST
- (5) DAY LEADERBOARD BANNER (728 X 90)
- (1) SOCIAL MEDIA POST (INSTAGRAM, TWITTER, AND FACEBOOK).

ESTIMATED REACH 5,000 IMPRESSIONS

**SILVER $850**
- (2) WEEKLY AD (640X 90)-EMAIL BLAST
- (7) DAY LEADERBOARD BANNER (728 X 90)
- (7) DAY (300 X 250) RECTANGLE BANNER
- (3) SOCIAL MEDIA ACCOUNTS (INSTAGRAM, FACEBOOK, AND TWITTER).

ESTIMATED REACH 10,000 IMPRESSIONS

**GOLD $1500**
- (4) WEEKLY AD (640X 90)-EMAIL BLAST
- (10) DAY LEADERBOARD BANNER (728 X 90)
- (10) DAY (300 X 250) RECTANGLE BANNER
- (10) DAY (300 X 600) VERTICAL BANNER
- (5) CUSTOM POST ON ALL SOCIAL MEDIA ACCOUNTS (INSTAGRAM, FACEBOOK, AND TWITTER).

ESTIMATED REACH 15,000 IMPRESSIONS